

CLAIMS

1. A messaging system comprising a messaging engine for operating under user instructions to generate and transmit messages addressed to recipient contacts; characterized in that the system comprises a server comprising:

a client interface state machine comprising:

means for allowing access by a plurality of users of registered clients;

a client manager state machine comprising:

means for maintaining a database of registered clients;

a content manager state machine comprising:

means for receiving content items uploaded from users, and

means for storing said content in a content database;

a messaging engine state machine comprising:

means for generating and sending a message with links to selected content items in the content database,

means for receiving a message generated by a user locally using an external messaging application, and

means for parsing said message and generating a message having a wrapper with links to content of the content database according to the parsing;

a response management function state machine comprising

means for monitoring a response from a recipient contact using said links, wherein the response management function is configured to automatically capture and record each action the recipient contact takes in the message, and

means in the response management function state machine for sending built content to the responding recipient contact; and

a build function state machine comprising:

means for building content for the responding recipient contact according to links used by the responding recipient contact to respond.